Consumers and food: Understanding and shaping consumer behaviour

Edited by: Professor Marian Garcia Martinez, The University of Kent, UK

Description:
In recent years, consumers have become increasingly interested not just in price and quality but in where and how food is produced. However, these changes to consumer attitudes have highlighted a considerable gap between intention and actual purchasing behaviour, particularly where ethical and environmental issues are concerned.

Consumers and food: Understanding and shaping consumer behaviour reviews what we know about changing food purchasing behaviours so that farmers, food manufacturers, retailers and policymakers can better meet and influence customer needs and expectations. The book reviews existing models of customer behaviour such as dual process and neuroscience approaches.

The book also considers contemporary issues such as the growing use of mobile apps to buy food, regional and cultural influences on consumer purchasing behaviour, as well as how consumers assess attributes such as food origins and sustainability.

With its unique approach, the book provides an extensive insight into consumer behaviours and attitudes, enabling the key stakeholders in the agri-food supply chain to better understand consumers and help them make healthier and more sustainable purchasing decisions.

Key features:
- Provides a comprehensive overview of the contemporary issues which have influenced consumer behaviour, such as the impact of the COVID-19 pandemic, online marketing and purchasing, as well as the use of loyalty schemes
- Addresses the need to understand consumer attitudes to new technologies and sustainability issues in agricultural production, welfare issues in livestock production and fair trade products
- Considers the regional, cultural and generational factors which can influence consumer purchasing behaviour, including geographic location, gender and age

Audience:
Researchers in the agricultural, environmental and social sciences; economists; nutritionists; food marketers; manufacturers and retailers; government and private sector agencies responsible for ensuring the sustainability and security of global agri-food supply chains

Editor details:
Dr Marian Garcia Martinez is Professor of Marketing and Innovation and Dean of the Business School at the University of Kent, UK. Professor Garcia is also Director of Kent Business School Open Innovation Network and has worked with the UKRI ESRC-funded Enterprise Research Centre on innovation for small businesses. She is internationally known for her research on open innovation management and product development by businesses working collaboratively with customers. Her publications include a recent book on open innovation in the food industry.
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